

Communications handbook

User guide – Style

User guide – Templates

User guide – Branding



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*This Communications handbook should be used in conjunction with
the associated templates and user guides*

Note

References to the Department of Education, Employment and Workplace Relations should be taken as indicative of whichever federal government department is responsible for hosting NATESE and its key advisory councils, including FLAG.

1. Introduction

1.1 The National VET E-learning Strategy

The National VET E-learning Strategy 2012-2015 ('the Strategy') aims to strengthen the Australian training sector's use of new learning technologies, stimulating innovative approaches to increasing participation in training and employment, and improving the skill levels of the Australian workforce. The Strategy is available from the Secretariat of the Flexible Learning Advisory Group (FLAG) or online at flexiblelearning.net.au.

1.2 Communications plan, handbook and user guides

The *Communications plan* of the National VET E-learning Strategy articulates the aim to produce outcomes which increase the uptake and use of e-learning in vocational education and training (VET). In this context, an outcome is defined as any process, learning or tangible result of work done towards this aim. Outputs are a form of outcome, but are tangible. Please see Appendix 2 for a more detailed explanation of Strategy outputs.

While the *Communications plan* outlines the objectives, strategies and target audience for the Strategy, this handbook and its associated user guides should be used to guide the delivery of communications activities endorsed by FLAG. Their purpose is to ensure that Strategy outputs are delivered clearly, consistently and effectively in terms of content (ie key messages) and style.

It is anticipated that this handbook and associated user guides will evolve to reflect the direction and priorities of the Strategy. These documents are available from the Secretariat, and any updates will be communicated to internal and external users.

1.3 Roles and responsibilities

The Secretariat is responsible for implementing the *Communications plan*, developing communications guidelines and providing advice on communications activities. This includes ensuring that Strategy outputs are delivered clearly, consistently and effectively in terms of content (ie key messages) and style. To this end, the Secretariat's responsibilities include:

- strategic communication planning, by identifying key audiences, messages and activities to support the success of communication activities
- with input from Strategy staff, the Secretariat produces the highly valued *Flex e-News* newsletter of key e-learning news, events, resources and advice
- media releases for major announcements and milestones (eg successful funding applicants announcements) and new toolbox releases
- coordinating promotional material for electronic distribution to business activities
- producing templates and guidelines
- arranging advertisements, including liaison with advertising agencies
- limited support to style guide promotional materials and outputs, to ensure they meet Strategy requirements
- managing the Strategy's presence on social media sites, including Facebook and Twitter.

The Secretariat is available to assist business activities to achieve their communication and other operational goals. However, the Secretariat is not responsible for developing outputs on behalf of business activities, including media releases and reports. Business Managers are responsible for developing all outputs, including promotional activities, products and media releases. They are also responsible for providing input to various communications activities, including copy for *Flex e-News*, *The Loop*, media releases, web content (including banners) and social media.

Please refer to Appendix 1 for information on the roles and responsibilities of Business Managers, E-learning Coordinators and Content Services Advisors.

FLAG members who oversee business activities are responsible for ensuring that all outputs comply with the Strategy's *Communications plan*, *Communications handbook* and *User guides* before they are finalised, printed or published.

Note

Where the Secretariat provides assistance beyond the normal scope of its role, financial arrangements may need to be negotiated with the relevant business activity or jurisdiction. This may also occur when real costs are incurred by the Secretariat (eg printing and distribution of communication material).

2. Key statements

2.1 Title of the National VET E-learning Strategy

The title and definition of the Strategy should be presented as follows:

- the Strategy must be spelt out in full in the first instance, as the National VET E-learning Strategy
- thereafter, the choice of the full name or shortened version ('the Strategy') must be selected according to the context
- the Strategy should never be shortened to or referenced as 'NVELS' or 'VELS'
- the URL for the Strategy must be included when mentioned for the first time either in text or as a footnote (<http://flexiblelearning.net.au>) .

2.2 Identification statement

The Strategy identification statement (National VET E-learning Strategy) can be included on printed outputs (eg reports, brochures).

Output	Placement and formatting
Reports, documents and brochures	<ul style="list-style-type: none"> • bottom of the page (ie in the footer), left aligned • Arial 8pt font, italics

2.3 Definition

2.3.1 Full version

The National Vocational education and training (VET) E-learning Strategy ('the Strategy') is a three year program of action with a series of ongoing business activities reflecting its strategic objectives. The Strategy will play a key role in enabling the Australian training sector to take advantage of the roll out of the National Broadband Network (NBN) to make major advances in the achievement of government training objectives. Coordinated action to develop sector-wide capability in using the new technological environment will at the same time, stimulate innovative approaches to increasing participation in training and work and improving the skills levels of the Australian workforce (<http://flexiblelearning.net.au>).

2.3.2 Short version

The 2012-2015 National VET E-learning Strategy ('the Strategy') is aimed at strengthening the Australian training sector's use of new learning technologies, stimulating innovative approaches to increasing participation in training and employment, and improving the skill levels of the Australian workforce (<http://flexiblelearning.net.au>).

2.3.3 When to define the Strategy

The Strategy should be defined in a way that is most appropriate to the output, as follows:

- reports, documents, case studies, presentations, CDs, DVDs or web content (that is not on the Strategy website) – define the Strategy the first time it is mentioned, either in the body of the text, or in a footnote (as per the example on this page)¹

¹ The National Vocational Education and Training (VET) E-learning Strategy ('the Strategy') is a three year program of action with a series of ongoing business activities reflecting its strategic objectives. The Strategy will play a key role in enabling the Australian training sector to take advantage of the rollout of the National Broadband Network (NBN) to make major advances in

- information brochures and general promotional material – define the Strategy when it is subsequently mentioned to ensure the flow of text is not interrupted (particularly where brevity is important)
- general website content – it is not necessary to define the Strategy in this context, as the information is available on the website.

Please also refer to the summary of branding requirements by output type (Appendix 3).

2.4 Acknowledgements

If you have contracted a third party to develop a Strategy output, such as a research report, the Strategy must be identified as the author/owner of the output, and not the third party.

As such, the output must be clearly branded as the Strategy, with any third party contribution acknowledged appropriately within the output.

2.4.1 Placement and formatting

The wording, placement and formatting of the acknowledgment will depend on the type of output, as follows:

Output	Placement and formatting
Documents, case studies and reports	<ul style="list-style-type: none"> • inside front cover page (the same page as the copyright statement) • positioned at the top of the page in Arial 11pt font
CDs and DVDs	<ul style="list-style-type: none"> • a link from either the bottom of each page or from the navigation menu • clicking on this link should open a page with this information
Web content not on the Strategy website	<ul style="list-style-type: none"> • a link from either the bottom of each page or from the navigation menu • clicking on this link should open a web page with this information

Note

It is recommended that the Strategy templates are used where possible, as they contain these elements. Refer to the *User guide – Templates* and *User guide – Branding* for more details.

2.4.2 Wording

The following statement should be used when an outside organisation reproduces a Strategy output:

Reproducing a Strategy output

This [name of output] has been reproduced with kind permission of the National VET E-learning Strategy. Information within this [name of output] was current at [year]. Copyright resides with the Australian Government. Further information regarding the National VET E-learning Strategy is available from flexiblelearning.net.au.

the achievement of government training objectives. Coordinated action to develop sector-wide capability in using the new technological environment will at the same time, stimulate innovative approaches to increasing participation in training and work and improving the skills levels of the Australian workforce (<http://flexiblelearning.net.au>).

2.5 Disclaimer

2.5.1 Placement and formatting

The recommended use of the Strategy disclaimer is as follows:

Output	Placement and formatting
Reports and documents	<ul style="list-style-type: none"> not required in Strategy documents, but can be included if preferred inside front cover page, above the copyright statement, positioned at the bottom of the page Arial 8pt font
CD and DVD content	<ul style="list-style-type: none"> a link on the bottom of each page clicking on this link should open a page containing the full disclaimer and the Strategy copyright statement
PowerPoint presentations	<ul style="list-style-type: none"> not required

2.5.2 Wording

Option 1: Reports and documents

Disclaimer

The Australian Government, through the <department>, does not accept any liability to any person for the information or advice (or the use of such information or advice) which is provided in this material or incorporated into it by reference. The information is provided on the basis that all persons accessing this material undertake responsibility for assessing the relevance and accuracy of its content. No liability is accepted for any information or services which may appear in any other format. No responsibility is taken for any information or services which may appear on any linked websites.

Note: if the Strategy disclaimer is being used on an output that includes mention of a fictitious organisation, the following additional information should be included in the disclaimer after the above statement.

Any business names within this [output name] are created for metaphoric purposes, are fictitious and do not represent or have any involvement with registered companies or people outside of this product.

Option 2: CDs and DVDs

All Strategy CDs and DVDs should contain a disclaimer stating that the National VET E-learning Strategy is not responsible for any damage or disruption caused to computer equipment as a result of using the CD. This disclaimer should be placed around the outside edge of the label.

This CD/DVD has been thoroughly scanned and tested during production, however, the [year] National VET E-learning Strategy cannot accept responsibility for any disruption, damage and/or loss to your data or computer system that may occur as a result of using this CD/DVD and the programs or data on it.

2.6 Indigenous disclaimer

In instances where Indigenous people and their culture have been referenced in an output, please use one of the following disclaimers.

2.6.1 Placement and formatting

Output	Placement and formatting
Any relevant outputs	<ul style="list-style-type: none"> inside front cover page, below the copyright statement, positioned at the bottom of the page Arial 8pt font

2.6.2 Wording

Short version

Please be aware that this resource may contain references, images and voices of Aboriginal and Torres Strait Islander people who may have passed away. This may cause distress to some people.

Long version

Users of this resource are warned that it may contain words and pictures which may be culturally sensitive and not normally used in certain public or community situations. In some Aboriginal and Torres Strait Islander communities, hearing the names, seeing pictures, or listening to recordings of people who have passed away may cause sadness or distress. Please be aware of this possibility before choosing to view or use this product.

2.7 Copyright statement

Outputs produced using National VET e-Learning Strategy monies will vest in the Commonwealth. As such, the Strategy copyright statement must be used on all Strategy outputs, other than PowerPoint presentations.

The default Creative Commons License to be used on all outputs is 'CC BY', unless otherwise negotiated. There are two versions available (for documents, reports etc) and one version for web pages. The version you select will use depend on the type of output you are developing and the available space. Details of the licence conditions are available on the Creative Commons website, including the full legal code for the CC BY 3.0 AU licence (<http://creativecommons.org/licenses/by/3.0/au/legalcode>).

2.7.1 Placement and formatting

The version and placement of the copyright statement should be as follows:

Output	Placement and formatting
Reports	<ul style="list-style-type: none"> Option 1 statement inside front cover page, positioned towards the bottom of the page Arial 8pt font
Small documents and case studies	<ul style="list-style-type: none"> Option 2 statement Arial 8pt font, in the footer

Output	Placement and formatting
Non-endorsed learning resources that could be defined as a product (eg toolboxes)	<ul style="list-style-type: none"> • Option 2 statement • in Arial 8pt font
CDs and DVDs	<ul style="list-style-type: none"> • Option 2 statement should be used on the CD label and on the splash page • within the CD content, a copyright link should be included at the bottom of each page, where clicking on the link opens a page containing the Option 1 statement and the Strategy disclaimer information
Brochures	<ul style="list-style-type: none"> • option 2 statement • Arial 8pt font, in the footer
PowerPoint presentations	<ul style="list-style-type: none"> • not required
All other outputs	<ul style="list-style-type: none"> • Option 1 statement • within the output • if space is limited, Option 2 may be used

2.7.2 Wording

Option 1: Full version



<Name of document>, © Commonwealth of Australia (<Department>) <Date>.

With the exception of the Commonwealth Coat of Arms, the Department's logo, any material protected by a trade mark and where otherwise noted, all material presented in this document is provided under a Creative Commons Attribution 3.0 Australia (<http://creativecommons.org/licenses/by/3.0/au>) licence.

Option 2: Short version



<Name of document>, © Commonwealth of Australia (<Department>) <Year>.

(<http://creativecommons.org/licenses/by/3.0/au>)

Option 3: Web version



<Name of document/project>. by Commonwealth of Australia (<Department>) is licensed under a Creative Commons Attribution 3.0 Australia License. Permissions beyond the scope of this license may be available at <http://www.ga.gov.au/copyright.html>.

2.8 Other Creative Commons licenses

The request for other licensing types must be negotiated in advance with Business Managers and the lead agent, and stipulated in the contract. Advice is available from the Secretariat prior to the negotiation of contracts.

2.9 Providing the URL

In addition to the Strategy and government department logos, all Strategy outputs must include its URL (<http://flexiblelearning.net.au>). This is usually presented as:

flexiblelearning.net.au

It should appear on the bottom left hand side of a cover page in 14pt Arial font (bold).

Note

- Business activities may use their own activity-specific URL in place of the Strategy URL on their outputs, eg toolboxes.flexiblelearning.net.au/
- For outputs targeted at industry, FLAG has approved the use of the URL industry.flexiblelearning.net.au.

2.10 Contact information

The generic Strategy contact information must be included on the back page/section of all outputs. Strategy staff can also negotiate to include their specific contact details (including mobile and business phone numbers), based upon the shelf life of the output and their ability to respond to ongoing enquiries.

The generic contact information is:

For further information about this business activity, please contact the Business Manager:

Name: <Business Manager's name>

Phone:

Mobile: <if appropriate>

Email:

Website: flexiblelearning.net.au

For further information on the National VET E-learning Strategy, please contact the FLAG Secretariat:

Phone: 03 9954 2700

Email: flag_enquiries@natese.gov.au

Website: flexiblelearning.net.au

3. Communication activities

The Secretariat provides assistance to business activities to achieve their communication and other operational goals. However, Business Managers are responsible for developing all outputs, including promotional activities, products and media releases.

3.1 Newsletters – *Flex e-News* and *The Loop*

Business activities are responsible for providing input to various communications activities, including copy and banners for *Flex e-News* and *The Loop*. The Secretariat is available to provide support with content, and also coordinates newsletter content for major announcements and milestones. Content for *Flex e-News* and *The Loop* must comply with content and branding guidelines.

3.2 Media activity

3.2.1 Media releases

Business activities are responsible for providing copy for media releases. The Secretariat is available to provide support with content, and also coordinates media releases for major announcements and milestones. Media releases must comply with content and branding guidelines.

3.2.2 Media monitoring

The Secretariat makes arrangements to monitor media activity relevant to FLAG, the Strategy and the broader sector. Items of interest will be forwarded to the appropriate stakeholder.

3.3 Advertising

While business activities are responsible for copywriting and design of advertisements, the Secretariat coordinates the placement of advertisements in state, territory or national publications. Business activities are responsible for the cost of advertisements.

Business Managers must ensure that the advertisement complies with the guidelines in this handbook. Please refer to the *User guide – Branding* for a sample advertisement, illustrating the required layout for Strategy advertisements.

Please contact the Secretariat at least two weeks before an advertisement is to be placed in state, territory or national publications. Special features, pre-printed inserts and radio and television advertisements usually have longer lead times.

3.4 Website publishing

All web content for the Strategy website must comply with content, style and branding guidelines, including the Australian Government's website accessibility and content management benchmarks.

Note

By becoming a member of flexiblelearning.net.au, you are agreeing to the website code of conduct, available on the website).

3.4.1 Website support

Website support and advice includes:

- support and training resources available on the website
- the 'Help' tab located on the top right hand corner of the home page to view a list of frequently asked questions
- *Tips and Hints* documents developed in response to feedback from visitors to the site (<http://flexiblelearning.net.au/content/webadmin-tips-and-hints>)
- assistance and training by emailing webadmin@flexiblelearning.net.au.

3.4.2 Short URLs

Short URLs – where the link appears as 'flexiblelearning.net.au/short_name' – can be developed to promote Strategy outputs. Their purpose is to easily identify which output they relate to. To request a short URL, please email the Support E-learning Take-up business activity at webadmin@flexiblelearning.net.au, with the subject line 'Short URL Request'.

Before requesting a short URL, please:

- discuss your request with the Support E-learning Take-up manager or project manager
- ensure content is ready to be loaded to the Strategy website, and that the content has reasonable longevity (ie will be maintained for a minimum of six months)
- ensure that it will have significant benefit (eg for publication or promotion)
- allow sufficient time (10 days' notice) for the short URL to be created
- do not presume that you will get the short URL you have requested, as it may already be in use on the website or there may be issues with it
- do not advertise the short URL until you receive confirmation of its creation.

3.4.3 ISBNs

An International Standard Book Number (ISBN) is a 13-digit product number that enables efficient identification of a particular publisher, and a specific edition of a title in a specific format (go to <http://thorpe.com.au/isbn/index.htm>). While there is no legal or mandatory requirement to have an ISBN, we encourage the use of ISBNs to e-learning products and online publications, to facilitate searching for and location of the resource.

The Support E-learning Take-up business activity is responsible for providing ISBNs to Strategy staff. To obtain a free ISBN, please email webadmin@flexiblelearning.net.au, request the *ISBN Request Form*, and return the completed form to the same address.

3.5 VET e-standards

The VET e-standards are a national set of technical standards recommended for underpinning all e-learning content and systems in the sector. These e-standards have been endorsed by the National Senior Officials Committee (NSOC) for use in all Australian states and territories.

E-standards are particularly relevant for web-based learning resources. Where applicable, all Strategy outputs should conform to the relevant VET e-standards. The New Generation Technology for E-learning coordinates this business activity, and the e-standards are updated annually. For more information and the latest updates, please go to the E-standards for Training website at <http://flexiblelearning.net.au/e-standards>. A Word version of the standards is also available.

3.6 Social media

The Strategy's social media guidelines, including the correct use of hash tags to identify the Strategy on social networking websites, are available on the Strategy website at <http://www.flexiblelearning.net.au/content/policies#socialmedia>. Importantly, if you submit posts on behalf of the Strategy, you are required to be:

- transparent – if you participate in or maintain a social media site on behalf of the Strategy, clearly state your role and goals
- connected – if you have approval to create an official Strategy social media site, please contact the Secretariat for an approved logo and other images, and ensure compliance with Strategy style and content guidelines
- respectful – respect the dignity of others and engage in thoughtful, civil discussion of opposing ideas
- thoughtful – if you have any questions about whether it is appropriate to write about certain material, ask your Business Manager before you submit a post.

3.7 Photos and images

The Secretariat has a range of stock photos and images featuring the use of technology that can be used for either print or web publication. Please contact the Secretariat to view the thumbnail catalogue of the images available to you free of charge. Please also refer to the *User guide – Templates* for guidelines on image selection.

3.8 Conferences and events

Business activities involved in planning or participation in conferences or other events on behalf of the Strategy are responsible for ensuring that any promotional materials comply with the mandatory branding requirements. Please refer to Appendix 5 for an events checklist to assist with conference and event participation.

At a minimum, the following branding requirements must be applied:

- Strategy logo
- Strategy name – 'National VET E-learning Strategy'
- Government department logo
- Strategy URL – flexiblelearning.net.au.

Where applicable, and where space allows, the following branding requirements should also be applied:

- approved Strategy definition
- copyright statement
- Strategy contact details.

Note

It is the responsibility of the FLAG member for each jurisdiction to ensure that Strategy-funded conferences or events meet branding specifications.

Appendix 1: State and territory roles

Role	Responsibilities
Business Manager	<p>The Business Manager is responsible for achieving the deliverables and reporting requirements specified in their respective work and finance plans. The duties of the role will vary to reflect each business activity's requirements, but are likely to include:</p> <ul style="list-style-type: none"> • planning and management of selection processes for contestable project funds, including the maintenance of a database of funded project details • monitoring, measuring and evaluating project outcomes across the cohort of projects conducted through the business activity • facilitating access to local support for project teams, particularly in connecting projects to E-learning Coordinators (ELC) and Content Service Advisors (CSA) in jurisdictions • preparing an annual work and finance plan for the business activity that sets out the key deliverables, milestones and a detailed budget as per the template provided • providing reports from the database of project details as requested by FLAG and the FLAG Secretariat • keeping accurate records of income and expenditure, and providing audited financial statement to the FLAG Secretariat including acquittal of funds at the conclusion of the co-investment period [or at date to be specified in funding agreement] • advocating and ensuring engagement and consultation with relevant national and jurisdictional stakeholders to enable specification of relevant priorities, criteria and principles for conduct of projects • promoting project outcomes in co-operation with the FLAG Secretariat • business activity-level communication functions, as set out in the 2012 <i>Communications plan</i>.
E-learning Coordinator	<p>The E-learning Coordinator service in each state and territory is responsible for facilitating jurisdictional take-up of National VET E-learning Strategy outcomes and implementing strategies to accelerate the embedding of e-learning.</p> <p>The duties associated with the service will vary to reflect each jurisdiction's requirements, but are likely to include:</p> <ul style="list-style-type: none"> • promoting, supporting and generating interest for business activities within their jurisdiction • raising awareness of existing e-learning resources for use or adaption. • supporting and promoting projects through web sites and social networking. • promoting the role of the National VET E-learning Strategy in supporting other key government initiatives.
Content Services Advisor	<p>At the jurisdictional level, Content Services Advisors will provide support to training providers and their staff to access and use electronic training resources by:</p> <ul style="list-style-type: none"> • disseminating information about the service and the resources and tools available • organising a program of local events, including a yearly launch of new products • being responsive to requests for information and support from training organisations • mentoring groups involved in implementing e-learning strategies (with priority to projects funded through the National VET E-learning Strategy) • collaborating with other e-learning support personnel and local training agency staff to work with state and territory priority programs.

Appendix 2: Strategy outputs

About outputs

In terms of the Strategy, an output includes anything promoted under the National VET E-learning Strategy brand, or anything developed as a tool to promote the Strategy's activities. As such, outputs include:

- products or resources, including reports, documents, case studies, CDs, DVDs, websites, podcasts, vodcasts and learning objects²
- promotional collateral, including brochures, flyers, posters, CDs and giveaways
- communication tools, including presentations, newsletters, web content, invitations, posters, wikis, YouTube video clips, MySpace pages, Facebook pages and blogs.

Developing outputs

The process of developing an output for the Strategy includes identifying and classifying the output, followed by design, development, marketing and release.

The following steps provide guidance for developing an output for the Strategy that meets branding and communication requirements.

Step 1: Identifying and classifying the output

The output is identified and classified at a business activity and/or project level.

Assistance in developing Strategy outputs is available from:

- the Secretariat – for branding, communications, information and support: flag_enquiries@natese.gov.au
- Support E-learning Take-up Business Manager – for advice on designing outputs that require web (online) support and uploading outputs to the Resource Database (including promotional URLs): webadmin@flexiblelearning.net.au
- local Content Services Advisors – for support in design, development and delivery of learning objects that are searchable through the National Repository: toolboxhelp@flexiblelearning.net.au.

Step 2: Designing the output

The output is designed in line with the requirements in this handbook and associated user guides and templates. At this stage, particular attention should be paid to mandatory branding requirements, technical requirements, web publishing specifications and e-standards (see *VET e-standards* in this document).

Step 3: Approving the output

The output is reviewed and approved at the appropriate delegation level (eg Reference Group, Business Manager) before being sent to the Secretariat for endorsement by FLAG³.

² For the purpose of the Strategy, a learning object is defined as any digital training resource for learners; all learning objects must comply with agreed national standards, as detailed at <http://flexiblelearning.net.au/e-standards>.

³ Any reports and documents with strategic significance should be signed off by FLAG.

Step 4: Branding the output

A final compliance check against this handbook and associated user guides should be done before sending the output to the Secretariat for a final review. Where relevant, cross-references should be made to relevant technical standards or requirements.

Please refer to the user guides and templates that apply to your activity.

Step 5: Marketing the output

In collaboration with the Secretariat, develop a communications plan to support the release of the output to the target audience.

Step 6: Releasing the output

Add the output to the Resource Database on flexiblelearning.net.au (or, for learning objects, into the National Repository).

Note

- Please notify the Support E-learning Take-up Business Manager and the Secretariat when you are preparing to add your output to the Resource Database. Once the output is added, the public will receive RSS feeds from different sources, announcing that the output has become available.
- For further information on how to upload learning objects to the extended National Repository, please contact Broadband Content Services⁴ Manager via the National Repository Help Desk at toolboxhelp@flexiblelearning.net.au.

Step 7: Promoting the output

The output is promoted through appropriate channels, such as online, by direct communication with the target audience or through media releases.

⁴ Broadband Content Services provides a leading edge online content services centre which provides easy to use tools, templates, and a publication environment to facilitate creation and sharing of content by VET personnel.

Appendix 3: Summary of branding requirements by output

This table is provided to assist you in determining what branding is required for a particular output. Any exceptions should be discussed with the Secretariat before the output is finalised.

Please refer to the *User guide – Branding* for more detailed instructions.

OUTPUT / PRODUCT	BRANDING ELEMENT							
		Strategy logo	Govt dept logo	Strategy URL	Copyright statement	Disclaimer	Contact details	Initial definition
	Report, document or case study	Yes	Yes	Yes	Yes	No	Yes	Yes (can be a footnote or link to Strategy website)
	CD or DVD labels	Yes	Yes	Yes	Yes	Yes (label-specific)	No	No
	CD, DVD or web content (that is not on the Strategy website)	Yes	Yes	Yes	Yes	Yes	Yes	Yes (can be a footnote or link to Strategy website; toolboxes are excepted)
	Presentations or wiki pages	Yes	Yes	Yes	No	No	Yes	Yes
	Brochures	Yes	Yes	Yes	Yes	No	Yes	No (must be defined, but not in the first instance)
	General promotional material	Yes	Yes	Yes	Yes	No	Yes	No (must be defined, but not in the first instance)
	General Strategy website content	Contained in template						No (content is on website)

Appendix 4: Templates

To ensure that the Strategy is consistently presented, the *User guide – Templates* provides information on formatting Strategy outputs. It includes branded examples of how your output should look using these templates.

Template / form	Purpose
Document template	For documents and reports
PowerPoint template	For presentations
CD and DVD examples	Showing how CDs and DVDs should be branded
Email template	For use when emailing Strategy information to your networks
Business card template	Jurisdictions are responsible for ordering and printing costs. These cards are single sided, printed with a glossy 'front' and a 'matt' back. Note: A template is available in the <i>User guide – Branding</i> or from the Secretariat
Advertisement template	For correct branding of advertisements
Media release template	Word template with branding, key messages and contact details
Consent form	Form for obtaining third party consent to reproduce photographs, video and audio; one version for individuals and one for groups

Copies of forms and templates are available from the Secretariat.

Appendix 5: Event checklist

This checklist is intended as a guide to assist with planning an event. Business activities are responsible for event arrangements and all costs associated with event participation and planning, including advertising printing, delivery etc. The Secretariat is available to provide limited support.

Action	Detail	Timeframe	Required	Done
Communications or media plan	Depending on the event and budget, this includes key messages, target groups, media and promotional activities, responsibilities and timeframes	At the outset of event planning, preferably 8 weeks before the event		
Media promotion	Including media releases, <i>Flex e-News</i> , <i>The Loop</i> , website, social media	At least 4 weeks before the event		
Promotional collateral	Consider whether the event will have its own 'icon', complementary to Strategy branding Produce flyers, invitations and other relevant material	At the outset of event planning, preferably 8 weeks before the event		
Guest list	Database of key stakeholders, including names, titles and contact details	At the outset of event planning, preferably 8 weeks before the event		
Presenters	Confirm presenters, finalise presenter introductions, finalise arrangements for attending the event	At least 4 weeks before the event		
Web content	Web copy to promote and report on the event, use of a specific web banner for the event	At least 4 weeks before the event		
Presentations	Design a template Distribute template and style guide to speakers Distribute key points about the Strategy, to ensure consistent messages	At least 4 weeks before the event		
Name tags	To match event branding Ensure use of preferred names	2 to 4 weeks before the event		
Certificates	Consider designing and printing certificates of attendance	2 to 4 weeks before the event		
Display materials	Arrange production and delivery of appropriate materials for booths, podiums, tables etc	4 to 6 weeks before the event		
Giveaways	Consider ideas and sources for giveaways, arrange production and delivery, coordinate distribution	6 to 8 weeks before the event		

Glossary

Term	Definition
Access to Skills	<p>The Access to Skills business activity seeks to develop and conduct e-learning projects/strategies to improve access to recognised training for individuals in priority training areas, such as critical skills and specialist occupations to maximise workforce participation and meet current and future industry needs.</p> <p>Note:</p> <p>Access to Skills provides opportunities through targeted funding for undertaking recognised training in priority skill areas using e-learning options.</p>
Broadband Content Services	<p>Broadband Content Services is the leading edge online content services centre which provides easy to use tools, templates, and a publication environment to facilitate creation and sharing of content by VET personnel. The toolbox collection of high quality, cost effective, interactive e-learning and assessment resources is expanded each year (in areas where market failure has occurred such as priority areas including equity and foundation skills) with new products and upgrades added to the existing collection. Content Services Advisors will provide local level assistance to the VET sector to support product development and delivery.</p> <p>Note:</p> <p>Broadband Content Services provides a leading edge online content services centre which provides easy to use tools, templates, and a publication environment to facilitate creation and sharing of content by VET personnel.</p>
E-learning	<p>E-learning refers to the use of information and communication technology in the delivery of education and training.</p> <p>Note: It is recommended that the above definition is used for the public and media. In instances where a more detailed e-learning description is required (eg research papers) then the long definition can be used.</p> <p>E-learning uses electronic media to deliver flexible vocational education and training. It includes access to, downloading and use of web, CD-ROM or computer-based learning resources in the classroom, workplace or home. It also includes online access to and participation in course activities (eg online simulations, online group discussions); directed use of the internet, mobile and voice technologies for learning and research purposes; structured learning-based email communication; and online assessment activities.</p>
Measurement, research and quality	<p>Measurement, research and quality ensures effective data collection to enable evaluation of the progress of all activities and inform further planning. Occasional commissioned research will assist with planning for strategic action.</p>
E-portfolios	<p>E-portfolios supports the research and development of national e-portfolio standards and specifications to improve the portability of learner-collected evidence of learning to allow a learner to move between training and other forms of education, learning and employment.</p>
Flexible learning	<p>Flexible learning, which includes e-learning, is about the learner deciding what, where, when and how they learn.</p>
Flexible Learning Advisory Group (FLAG)	<p>The Flexible Learning Advisory Group (FLAG) is an advisory group of the National Senior Officials Committee (NSOC) and provides advice on strategic directions in flexible delivery, with particular reference to e-learning. FLAG is also responsible for leading and managing the National VET E-learning Strategy , as well as providing advice on vocational education and training (VET) sector perspectives to both the Australian Information and Communication Technology in Education Committee (AICTEC).</p>
FLAG Secretariat	<p>The FLAG Secretariat provides executive support to FLAG, and coordination services for the National VET E-Learning Strategy, including:</p>

Term	Definition
	<ul style="list-style-type: none"> • facilitating the planning and implementation of FLAG business and decisions • managing the review and accountability processes associated with FLAG's operation • providing a range of coordination services for the National VET E-learning Strategy including reporting and internal Strategy communication to facilitate networking and information- sharing between jurisdictional personnel • ensuring vocational education and training (VET) system interests are promoted through the Australian Information and Communication Technology in Education Committee (AICTEC). <p>The Secretariat supports and is accountable to the Chair of FLAG.</p>
Higher Qualification Pathways	Higher Qualification Pathways projects investigate innovative technology-based delivery and/or support models which allow individuals to gain higher VET qualifications, skills sets, entry into higher education and/or enable workforce development initiatives at Diploma level or higher by providing contestable, co-investment funding for RTOs, businesses and community organisations.
Industry Systems Change	<p>Industry Integration of E-learning will transition to the Industry Systems Change business activity of the National VET E-learning Strategy.</p> <p>Choice of:</p> <p>Industry Systems Change is one of the National VET E-learning Strategy's business activities. It will support workforce development in industry through innovative training solutions. For more information visit the E-learning for Industry website at http://industry.flexiblelearning.net.au</p> <p>Or: Industry Systems Change will support workforce development in industry through innovative training solutions. For more information visit the E-learning for Industry website at http://industry.flexiblelearning.net.au</p> <p>Or: Industry Systems Change will support the adoption of e-learning in industry by sponsoring the development of industry-wide workforce development e-learning business, regional partnership programs and an industry focussed online workforce development service. For more information visit the E-learning for Industry website at http://industry.flexiblelearning.net.au</p> <p>Note: Industry Systems Change will support the adoption of e-learning in industry by sponsoring the development of industry-wide workforce development e-learning business, regional partnership programs and an industry focussed online workforce development service. For more information visit the E-learning for Industry website at http://industry.flexiblelearning.net.au.</p> <p>NB: The URL http://industry.flexiblelearning.net.au must be included on all collateral.</p>
Learner Pathways	The Learner Pathways business activity includes the Higher Qualification Pathways program and E-portfolios.
National VET E-learning Strategy	<p>The National VET E-learning Strategy provides the VET system with the essential e-learning infrastructure and expertise needed to respond to the challenges of a modern economy and the training needs of Australian businesses and workers.</p> <p>Definition: Long version</p> <p>The National Vocational education and training (VET) E-learning Strategy ('the Strategy') is a three-year program of action with a series of ongoing business activities reflecting its strategic objectives. The Strategy will play a key role in enabling the Australian training sector to take advantage of the roll out of the National Broadband Network (NBN) to make major advances in the achievement of government training objectives. Coordinated action to develop sector-wide capability in using the new technological environment will at the same time, stimulate innovative approaches to increasing participation in</p>

Term	Definition
	<p>training and work and improving the skills levels of the Australian workforce.</p> <p>Definition: Short version</p> <p>The 2012-2015 National VET E-learning Strategy ('the Strategy') is aimed at strengthening the Australian training sector's use of new learning technologies, stimulating innovative approaches to increasing participation in training and employment, and improving the skill levels of the Australian workforce.</p>
National Repository	A bank of learning objects available for teachers and trainers to download for free use with their students. The repository contains learning objects from Flexible Learning Toolboxes, E-learning Innovations, Industry Integration of E-learning and a small number of objects from the Learning Federation.
NBN E-learning Programs	<p>The National Broadband Network (NBN) E-learning Programs forms part of the National VET E-learning Strategy which aims to strengthen the Australian training sector's use of new learning technologies to make major advances in the achievement of government training objectives.</p> <p>The NBN E-learning Programs will demonstrate the power of broadband to enhance outcomes for learners, and promote growth in broadband-based training as the NBN rollout proceeds. This program will focus on the delivery of innovative training programs using broadband-based information technology to improve training access and outcomes for learners.</p> <p>Note: The National Broadband Network (NBN) E-learning Programs forms part of the National VET E-learning Strategy which aims to strengthen the Australian training sector's use of new learning technologies to make major advances in the achievement of government training objectives.</p>
New Generation Technology for E-learning (Business Activity)	New Generation Technology for E-learning is one of the National VET e-Learning Strategy business activities. It is focused on developing national standards to underpin essential e-learning infrastructure, conducting research into new technology areas and providing guidance materials and tools to support the effective use of emerging technologies.
Partnerships for Participation (Business Activity)	Partnerships for Participation offers opportunities, through targeted funding, to develop e-learning approaches to improve the e-literacy, foundation skills and pre-vocational skills of individuals experiencing disadvantage.
Peak Industry Bodies Programs	Peak Industry Bodies Programs will sponsor the development and implementation of industry-wide workforce development e-learning business. It will stimulate the adoption of e-learning growth opportunities at the level of whole industries through their peak bodies or associations.
Regional Businesses Programs	Regional Businesses Programs is targeted at partnerships between regional, rural or remotely located businesses and RTOs to develop and deliver e-learning initiatives responding to local needs. The outcome is a more skilled and highly developed workforce for regional Australia.
Resource Database	A retrieval system used on the website for outputs from the Innovations Projects 2008-2011. Outputs include learning objects, case studies and .pdf documents.
Support E-learning Take-up	Support E-learning Take-up provides access to online information, and state and territory E-learning Coordinators to support vocational education and training (VET) providers in adopting e-learning practices.
Workforce Development Service	An online workforce development service will provide comprehensive access to business focused advice and tools on planning and implementing e-learning, including broadband-enabled training.

Contact

The FLAG Secretariat is available to assist in interpreting and applying the requirements set out in the *Communications handbook* and associated user guides.

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